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concepts--customer relationships, database marketing, information privacy, telemarketing, research and testing, global and ethical issues, and more--will prepare individuals to be competitive in the job market and workforce.

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Contemporary Direct Marketing
by Lisa D. Spiller

Direct Marketing IILM-GSM Direct
Marketing Contemporary Direct
Marketing 07/04/15 5 General
Marketing Direct Marketing
Reaches a mass audience
through mass media

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Communicates directly with the customer or prospect
Communications are impersonal
Can personalize communication by name/title and with variable messages
Communication is one way- advertiser to prospect
Communications can be

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interactive Promotional programs are highly visible Promotional programs relatively 'invisible'.

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Contemporary Direct Marketing Topics Covered in This Course: In

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Section 1 of this course you will cover these topics: Direct marketing lists and segmentation. Database driven direct marketing. Planning the offer. In Section 2 of this course you will cover these topics: ...

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Contemporary Marketing refers to theories that stress the importance of customer orientation versus the traditional

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market orientation. They are strategies that, when implemented, offer greater support for their client base with a product range that varies depending on what the target market desires.

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Traditional Vs Contemporary
Marketing Strategies

Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among

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practitioners, it is also known as direct response marketing. By contrast, advertising is of a mass-message nature. Response channels include 800-numbers, reply cards, reply forms to be sent in an envelope, websites and email addresses. The prevalence

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of direct marketing and the unwelcome nature of some communications has led t

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Interactive Marketing, 2nd Edition
His Elements of Direct Marketing,
the first college textbook on the
subject, was published by
McGraw-Hill in 1983. A Japanese
edition was published by Nikkei in
Tokyo in 1985; an international
student edition was published in

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Singapore in 1986. His How to Find and Cultivate Customers Through Direct Marketing was published by NTC Business Books in 1996. Contemporary Database Marketing: Concepts and Applications, co-authored with Kurtis Ruf and Goutam

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Chakraborty, is an interactive college ...

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Today's consumers desire the speed and the control that the new digital and social media f.

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conducting direct and interactive marketing today.

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Martin coauthored with Lisa
Spiller the first edition of
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released in 2004, and the second edition, Contemporary Direct and Interactive Marketing, released in 2009, both published by Prentice-Hall. Their third edition was published in 2012 by Racom Books.

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DIRECT, DIGITAL & DATA-DRIVEN
MARKETING

The approaches of contemporary marketing are as discussed below: Relationship marketing. This approach of contemporary marketing is based on campaigns which are directed to response

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marketing .It emphasizes on the satisfaction and retention of the customer rather focusing on sales transactions.

Implementation Of Contemporary
Marketing Theory Marketing ...
Direct marketing is a promotional

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method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has

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been determined to be a likely buyer.

Decades ago, direct marketers gathered customer names and addresses, and created mailing

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lists; today, much has changed and much has remained the same. This third edition recognises the growth of various digital marketing formats for conducting direct and interactive marketing today. Today's consumers desire the speed and

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the control that the new digital and social media formats provide. Direct marketing has always been accountable and measurable, and now with the various digital media formats and computer technology, it is more interactive and precise than ever before. This

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edition builds on the traditional foundations of direct marketing, and extends into the future where continuous digital innovations are transforming the marketing landscape. We cannot begin to envision what changes are ahead. But one thing is certain:

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traditional direct and interactive marketing principles will still apply. This edition builds on these traditional foundations, captures the new media and methods, and explores the future innovations of direct and interactive marketing.

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Direct Marketing in Practice is a practical manual for all managers and marketers getting to grips with the powerful techniques available to skilled direct

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- Integrate new technology with conventional direct marketing practice
- Maximise the impact, efficiency and return on investment of your activities
- Evaluate the success of

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a campaign - and improve on it next time! Accessible and illuminating, each chapter in the book includes review questions and exercises to help you practice what you have learnt. In addition, the authors have used their considerable experience in the

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field to assemble many examples of best practice worldwide. These place the theory in a practical, real-world context, and demonstrate what a dramatic effect direct marketing can have on sales and profitability. Those contemplating or starting a career

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in direct marketing will find Direct Marketing in Practice an invaluable guide to contemporary practice. It is essential reading for all undergraduate students of marketing and business, as well of those undertaking professional examinations in this area.

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